

# Quote

the weekly digest

Volume 39—Number 25

Week of June 19, 1960



----- 20th year of publication

## QUESTING WITH

## Quote

Today we turn from the tension laden world to the delightful animal world. . . In *Japan*, it is the "Year of the Mouse," a period of abundant food and much activity. In the *Coney Island Aquarium*, the pilot whale went on a hunger strike. The keeper stuffed 80 squid down her throat and massive doses of vitamins. She couldn't have cared less.

A drunk skunk in *Pittsfield, Mass.*, was found by police with his head wedged in a beer glass. He was banging it against a door to knock it off. In *Indiana* a farmer's car radio was playing. A slide trombonist was sending way out. The whole herd of cows came up to the fence, leaned over, entranced, till "Didn't He Ramble" faded away.

Capt Jaques Cousteau, inventor of the aqualung, says "always look a shark in the face. They are very stupid, and don't get dangerously hungry often." But, who's to know when?

At the International Jumping Frog Olympics in *Calveras County, Cal.*, there was no world friction. Frogs from 13 European and Asiatic countries were entered. Only Russia abstained. A frog named Tule Sam, owned by a 9 yr old boy, jumped 17 ft and

$\frac{1}{2}$  in. A four inch length minimum was made this year to eliminate small African tree frogs which can jump 30 ft. Mark Twain founded a momentous event sitting in his cabin on Jackass Hill, *Calveras County*, in 1863.

The Navy has a new secret weapon—*Notty*, the porpoise. At *San Diego*, she lives in a special tank. She's being trained by Ralph Penner, a USC psychologist who talks to her. He says she talks back, chattering and bobbing her head. Why all this? Porpoises have a built-in sonar. Navy scientists won't talk, but we think this top-secret project has to do with detecting submarines and explosives. Even the fauna has been drafted into the Intelligence.

Now for a horse laugh. The proud British Brigade of Guards fought a delicate rear guard action in London. A horse snagged his tail on a guardsman's bayonet at a dress rehearsal of the trooping of the colors. The Guardsman, true to tradition, did not bat an eye. The horse tried to get his tail loose, got more entangled. Finally, a British Bobby stepped forward, and helped him get his tail back where a guard horse's tail should hang.

may we QUOTE



you on that?

[1] Pres DWIGHT D EISENHOWER, *telling Manila airport crowd of his conversation with Gen Douglas MacArthur before leaving Washington:*

"It was his sincere conviction that, strengthened thru time, there always will be unity between the U S and the Philippines." . . . [2] JIM HAGERTY, White House Press Sec'y, *explaining what happened in Tokyo:* "We got clobbered." . . . [3] Japanese For'gn Minister AICHIRO FUJIYAMA, *expressing regret to the U S Embassy for the attacks on Mr Hagerty:* "Mr Hagerty took it very calmly and he has my admiration." . . . [4] Pres CARLOS P GARCIA of the Philippines, *welcoming Pres Eisenhower:* "We remember you as the Army officer who came to us way back in '35 to help organize our nat'l defense. You are not a stranger to these multitudes who today are acclaiming you. You have made lasting friendships among them." . . . [5] ANNA RANALLI, 18, of Italy, *on being elected Miss Europe in Beirut, Lebanon:* "I only came to Beirut to see the city, because I had never been here before. I never expected such a result." . . . [6] Senate Majority Leader LYNDON B JOHNSON (D-Tex), *questioned by Sen Kenneth Keating (R-N Y) on a TV program:* "I have felt that I should not announce as a candidate for Pres and abandon my duties as majority leader and have the program here unresolved and walk out in May or June just before the conv and before the conclusion of

Congress." . . . [7] ADLAI STEVENSON, *in a telegram to Mrs Eleanor Roosevelt, giving his views on his candidacy:* "I

am not a declared candidate. I have declined repeatedly to comment on questions about a 'draft.' I think I have made it clear in my public life, however, that I will serve my country and my party whenever called upon." . . . [8] V-Pres RICHARD M NIXON, *predicting the cold war may last another 50 yrs:* "I hope it is not going to be resolved by war." . . . [9] Nat'l Democratic Chmn PAUL M BUTLER, *on N Y Gov Nelson Rockefeller's challenging V-Pres Richard Nixon to say where he stands on various issues indicating Republican leaders need to make it clear what the Party stands for:* "Almost to a man the reaction of the Republican leaders Friday was, 'Go away, Nelson, you bother me.'" . . . [10] A Soviet worker, *complaining in a letter to Soviet newspaper Komsomolskaya Pravda:* "Ask any worker whether he would prefer not to launch a Lunik so that his child can go to kindergarten, so that a yd of cloth would cost 50 cents less, so I could buy an electric iron—and I am confident he would answer, 'For God's sake don't launch the rocket.'"

*Quote*

# *Quote* the weekly digest

"He who never quotes, is never quoted"

Charles Haddon Spurgeon



## ADVERTISING—1

The art of advertising—in its more sophisticated forms—lies not in telling lies, but in selecting truths. The real accomplishment of our sugar-coated society is not selling us bad refrigerators or even bad novels, but rather the presentation of everything in a standardized, glamorized seller's pkg.—*Humanist*.

## AGE—2

Middle age is not the beginning of the end; it is the end of the beginning. . . In China a person is not accepted as a mature adult until he is 40. Before that time, he is not permitted to speak his mind in the presence of the wise. To the Chinese, the passing of one's 40th yr has an exciting meaning rather than a fearsome one.—ERIC BUTTERWORTH, "How to Avoid Middle-Age Letdown," *Good Business*, 6-'60.

## AGE—3

Of all those who since the beginning of recorded time have attained 65 yrs or over, one out of 4 is still alive today.—ETHEL PERCY ANDRUS, "Education As the Retired See It," *Adult Leadership*, 5-'60.

## AGRICULTURE—4

There is no such thing as a typical farmer. A range cattleman in Colorado is a far different kind of individual than a dairyman in Vt, who hardly resembles a cotton grower in Ala, who bears as little likeness to an Iowa hog farmer as a Calif avocado grower bears to a N J egg producer. "The Farmer" thus just simply doesn't exist as such.—CARROLL P STREETER, *Farm Jnl* editor, "The American Farmer of 1960," *Public Relations Jnl*, 5-'60.



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*Quote*

#### **AMBITION—5**

You will never find a Jewish boy in a dead-end job. A Gentile will always ask what the wages are, but a Jewish boy will ask, "What are the prospects?" — Sir BASIL HENRIQUES, *World Digest*, London.

#### **AMERICANA—6**

Anyone who's ever climbed the st's of San Francisco, will appreciate the native's observation: "The wonderful thing about this city is that when you get tired you can always lean against it." — *Jnl of the American Medical Ass'n*.

#### **BOOKS—7**

Recently my family and I had occasion to join the vast army of house hunters in America. . . Of the dozens of homes at which we looked, only one evidenced the inhabitant's ownership of a book. . . "Bookcases just don't fit the decor," an architect told me. "They spoil design, jacket covers clash, and books come in so many sizes that they interrupt the motion and geometry we strive to achieve." — ROBT S WOLLEY, "Have the Lamps of Wisdom Gone Out?" *Church Mgt*, 5-'60.

#### **BROTHERHOOD—8**

Readiness for tolerance is a result of an inner feeling for atonement. But it also has its limitations, for no one who preaches and practices intolerance can claim tolerance. We will be strong enough when we resolve to let "Brotherhood Wk" be followed by years of atonement. — RUDOLF PECHEL, "Zur Woche der Bruderlichkeit," *Deutsche Rundschau*, Germany (QUOTE translation).

#### **CHRISTIANITY—9**

True Christianity is love in action. — DAVID O MCKAY, "Our Missionaries," *Improvement Era*, 5-'60.

#### **CONSTRUCTION—10**

Construction is the largest U S industry. It accounts directly or indirectly for about 15% of the nation's total employment. — *Industrial Press Service*.

#### **CREATION—11**

To me it seems as if when God conceived the world, that was poetry; He formed it, and that was sculpture; He varied and colored it, and that was painting; and then, crowning all, He peopled it with living beings, and that was the grand divine, eternal drama. — CHARLOTTE CUSHMAN, quoted in *Good Business*.

#### **CREATIVITY—12**

Much of the world's greatest creative works come quietly to the artist when he works alone. — MARVIN A RAPP, "The Brainstorming Attitude," *School Arts*, 6-'60.

#### **CREDIT—13**

Credit drunks are America's newest social problem. The most current estimate is that we probably have about 100,000 of them . . . bedeviling their families, creditors, social agencies, lawyers and neighbors. Credit execs have long suspected the existence of the credit drunk. Richard C Wiesner, exec v-pres, N Y State Consumer Finance Ass'n, told me: "Those of us in consumer credit concluded long ago that there is a small percentage of debtors who literally cannot handle credit safely just as a drunk cannot handle liquor." — MURRAY TEIGH BLOOM, "Are You a Credit Drunk?" *American Wkly*, 5-29-'60.

*Quote*

# washington

By Les & Liz  
Carpenter



Former Rep Brooks Hays (D-Ark) related how a title can sometimes be embarrassing. While pres of the Southern Baptist Convention, he and Mrs Hays visited Mexico. They attended services one morning at one of the rare Southern Baptist churches in the predominately Roman Catholic country. Hays was astonished to hear the pastor refer to him as "El Papa." In Spanish that means "the Pope," the title the Mexican Baptists bestow on the No 1 leader of their denomination. Hays, turning to a fellow American sitting on the same bench, whispered: "It's kind of embarrassing, isn't it, to have 'El Mama' sitting here by me?"

" "

The Republican National Committee's publication, "Battle Line" ran this story, crediting it to the comedian Mort Sahl:

Jack Kennedy's father: "Jack, what do you want as a career?"

Jack Kennedy: "I want to be President."

Jack Kennedy's father: "I know about that—but I mean when you grow up?"

" "

It had to happen. Rep H Allen Smith (R-Cal) received a letter from a lady saying she didn't like his books. He's not the author—just the same name.

*Quote*

## DEFINITION—14

A pedestrian is a man in danger of his life; a walker is a man in possession of his soul.—DAVID McCORD, *Think*, Internat'l Business Machines Corp'n.

## DISCIPLINE—15

Obedience is a tool virtue. If children have learned to obey, in a happy willingness to accept their parents' leadership, then the stage is set for effective guidance of youthful lives.—*Christian Parent*.

## EDUCATION—16

In the pursuit of quality in education people have tried faith, prayer, and old phonograph records. None has worked.

A few school districts are now trying money and they are achieving remarkable success.—Dr PAUL MORT, in speech to APSS representatives in Mt Eden, Cal.

## EDUCATION—Purpose—17

I think the purpose of education is to make young men and women happier than they would have been without it. — MARK VAN DOREN, "Freedom to Use the Mind," *Nat'l Education Ass'n Jnl*, 5-'60.

## EMPLOYER—Employees—18

The boss may fume at the time taken by the office staff for a sip and a snack, but public health expert Jean Spencer Felton, Univ of Cal, is all for it. The greatest benefit, she believes, is that it helps employes to "grow" thru frequent and relaxed friendships with fellow-workers. They can exchange experiences, loosen tensions, develop skills in mtg people, bld up self-confidence and self-importance, and acquire new interests.—AMRAM SCHEINFELD, *Cosmopolitan*.

# book briefs...



.....

Just off the press of Prentice-Hall is John Robert Powers' book *How To Have Model Beauty, Poise and Personality*. For teenagers and mature women who want to project their inner glow.

"Powers Models" have been noted beauties for four decades. In his book he reveals the secrets for transforming yourself — covering diet, posture, cosmetic care, charm in voice and conversation. Line drawings teach you how. This should delight all mbrs of the feminine sex from the front cover to "the backward glance."

" "

For all who have enjoyed the glamorous luxury aboard the beloved *Isle de France*, Don Stanford has written her history, including her non-glamorous duty during World War II as a troop carrier. Thousands of Frenchmen lined the pier to pay respects at her demise. There will never be another *Isle*. Published by Appleton-Century-Crofts Inc.

" "

Old age is much in the minds of everyone these days—its problems and its delights. Two books have been written recently. *How Do You Live To An Old Age* by Dr Geo Gallup and Evan Hill (Bernard Geis, pub), is filled with anecdotes about people who have lived into the 90's. A summary of their advice: come from a line of people who have had long lives; eat anything, sparingly; be calm. The second is *The Passionate Sightseer* by

Bernard Berenson (Simon & Schuster-Abrams). This is Berenson's diary, who lived to be 94. His recipe for long life was: "I have always been interested." He was an inveterate traveler, loving new horizons and ardent in the pursuit of knowledge. This kept his life full of flavor and vital satisfaction.

" "

Since this is the year devoted to the Centennial of the Civil War (we Southerners prefer War between the States) — Bobbs-Merrill will run a third printing of Henry Steele Commager's *The Blue and the Gray*, which has sold 30,000 copies since its first issue in 1950. The mbrs of the Civil War Round Tables will be delighted to find it available again.

" "

On the book front, two philologists, Dr Harold Wentworth and Stuart Berg Flexner, are coming up this month with an 8,000 word *Dictionary of American Slang*—one that runs the gamut, say the publishers, "from the Underworld to Outer Space and from the Four Hundred to the Sneaker Set." ("People representing each social subgroup," they say, "have been interviewed.")

*Quote*

#### ETERNITY—19

A quaint old preacher used to say: "Eternity is a clock which says 'tick' in one century, and 'tock' in the next." Then he would look at the scholars in the congregation, with, "Now go home and calculate the length of the pendulum!"—GEO A BUTTRICK, "We Preach Christ Crucified," *Christian Advocate*, 5-26-'60.

#### FAITH—20

Faith sees the invisible, believes the incredible, and receives the impossible.—*Hoard's Dairyman*.

—“—

#### FATHER—Father's Day—21

When he overhears, by chance, the small confident voice of his own son affirming some fact because "My Dad says" . . . the sudden weight of his responsibility cannot be denied or disputed or shifted, or shunned.

Somebody believes his Dad is right . . . and believes it so thoroughly, so faithfully, with such utter conviction—that Dad, knowing that he can never truly measure up, is compelled to try.—*Paul Harvey News*.

—“—

#### FREE ENTERPRISE—22

Under free enterprise 6% of the world's people on 7% of the land, have produced 50% of all the world's wealth. — *P-K Sideliner*, Peter Kuntz Co.

*Quote*

#### FUTURE—23

The best thing that could happen in the next generation, the thing that would make most people happy, individually and collectively, would be a return to this faith that all men, no matter who they are or how much they know, can tell one another something.—MARK VAN DOREN, "Freedom to Use the Mind," *Nat'l Education Ass'n Jnl*, 5-'60.

### *Quote* scrap book

JOSIAH WEDGEWOOD, son of an English potter, won lasting fame by breaking china plates. Being lame, he could not endure long hours at the potter's wheel. Experimenting with cream colored ware, he wrought such perfection of hardness that exquisite works of art could be produced on its surface.

His pottery was unglazed, decorated in intaglio or cameo. Wedgewood buffs can tell the Grecian myth portrayed by the figures on each piece. Although Wedgewood blue is famous, the ware was also made in green, yellow and lilac. Josiah inspected all the china in his factory, and broke every plate that was not perfect.

He presented a set of china to Queen Charlotte who prized it highly. His descendants still carry on his craft, remembering his policy nothing but the best.



#### **GIFTS—Giving—24**

Money giving is a very good criterion, in a way, of a person's mental health. Generous people are rarely mentally ill people.—Dr KARL MENNINGER, quoted in *Townsend Plan Nat'l Courier*.

#### **GOAL—25**

The man who has accomplished all that he thinks worthwhile has begun to die.—E T TRIGG, *Credit & Financial Mgt.*

#### **GOSSIP—26**

It isn't the things that go in one ear and out the other that hurt, as much as the things that go in one ear and get all mixed up before they slip out the mouth. — *In a Nutshell*.

#### **HONESTY—Dishonesty—27**

It's the easiest thing in the world to be honest; the hardest thing in the world to be dishonest.—SAM RAYBURN, Speaker of the U S House of Rep, *These Times*.

#### **HOPE—28**

When we're young we hope our talents will be developed; as we get older we're content if they're not found out.—*American Mercury*, *CMD Magazine*, hm, Central Manufacturing District, Inc, Los Angeles, 5/6-'60.

#### **INGENUITY—29**

The public library in a N J town requested that the townspeople help the library move to its new location by borrowing 8 books each, holding them for 2 wks. It was a moving suggestion! And, according to reports, the citizens co-operated generously by checking out most of the books on the shelves of the library.—*Nei Impulses*, Nat'l Electronics Inst, Denver.

#### **INTELLIGENCE—30**

Before I Q tests were invented, believers in democracy deprecated the intellectual gulf between people that was manifest to the naked eye, and attributed it solely to artificial barriers preventing the poor from acquiring the education available to the rich. Discovery that the I Q of normal citizens ranges from 90 to 200 was perhaps the greatest disappointment ever suffered by sincere believers in democracy.—Vice-Adm H G RICKOVER, *N Y Times*.

#### **LANGUAGE—31**

As specialization in all areas of knowledge has been pushed to its furthest limits, whole new languages have been born—the language of the physicist, the language of the astronomer, of the psychologist and of the artist. A new Tower of Babel is arising and we are still searching for the interpreters who can make these languages meaningful to all of us.—FREDERICK A KELLER, "The Upstart Arts," *American Artist*, 6-'60.

#### **LEISURE—32**

Leisureliness, tranquility, absence of strain—these things draw people together. . . The ancient prohibition against work and organized entertainment on Sunday was designed to create this atmosphere of spiritual harmony. So when you practice the art of pausing, you are really scattering fragments of Sunday thruout the wk.—ARTHUR GORDON, "Have You Forgotten How to Pause?" *Family Circle*, 6-'60.

*Quote*



### The Weather Saint . . .

St Swithin's festival is retained in the calendar of the Anglican Church. He was the Bishop of Winchester. Many legends cluster about his life. He was one of the councillors of Egbert, King of the West Saxons. He is reported to have performed many miracles of healing during his life, and many miraculous cures resulted from visits to his grave.

The weather tradition connected with him originated from his request that he be buried outside the cathedral "where the feet of passersby might tread, and the rain of heaven fall on his tomb." It was done as he wished, but later his body was removed to be buried within the cathedral. It rained on that day and for 40 days thereafter, and the burial had to be postponed.

So the tradition grew that rain on St Swithin's Day presaged rain for 40 days. Ben Johnson refers to it in his *Every Man Out of Humor*, and an old English almanac contains this rhyme:

*St Swithin's Day, if thou dost rain  
For forty days it will remain  
St Swithin's Day, if thou be fair  
For forty days it will rain nae  
mair.*

*Quote*

### LIFE—Living—33

Those who rejoice actually get more out of life than those who complain. It is a law of life that we become like what we fix our attention upon.—LOWELL FILLMORE, "Foundation Stones," *Progress*, Unity School of Christianity, 5-'60.

### LIFE—Living—34

Life is like a game of tennis; the player who serves well seldom loses.—*Highways of Happiness*.

### LOVE—35

Love is the easiest thing to give and the greatest of all gifts.—*R & R Mag*, Research & Review Service of America.

### MACHINE AGE—36

While it is true that tools and machines do more than 90% of the actual work of production, both machines and tools would be worthless unless effectively used and maintained. The human factor is still the most important one in determining, directing and controlling the process of production.—Dr ALFRED P HAAKE, "Industrial Stewardship," *Partners*, Nat'l Labor-Mgt Foundation, 5'60.

### MEMORY—37

Remembering something which happened 35 or 40 yrs ago as clearly as if it had taken place last wk and forgetting your own telephone number isn't, necessarily, a sign of advanced senility, or even a desire to escape from the present into the past. It's sometimes just the flexibility of time which draws out like an accordion and then comes together again.—FAITH BALDWIN, "The Open Door," *Woman's Day*, 6-'60.

....pathways to the past.....



**July 10**—110 yrs ago (1850) V-Pres Millard Fillmore succeeded Zachary Taylor to the presidency as the 13th Pres. . . 70 yrs ago (1890) Wyoming, 44th state, was admitted to the Union. Its Constitution called for woman suffrage, the first state to grant this. . . 15 yrs ago (1945) the U S, Great Britain and the Soviet Union set up a Kommandatura for a rotating military gov't in occupied Berlin.

**July 11**—*National Demo Convention* in Los Angeles. . . 15 yrs ago (1945) Eamon de Valera, Premier of Eire declared Eire a Republic. . . 5 yrs ago (1955) the U S Air Force Academy was dedicated at Lowery Air Base, Colo.

**July 12**—*Orangeman's Day*. . . 2060 yrs ago (100 BC) b of Caius Julius Caesar. . . 230th anniv (1730) b of Josiah Wedgewood, Staffordshire potter (see SCRAP BOOK). . . 150 yrs ago (1810) established the *Fast of Tammuz*, Jewish holiday; Hebrew date 5720.

**July 13**—95 yrs ago (1865) Horace Greeley in the *New York Tribune* advised "Go West, young man, go West." . . 95 yrs ago (1865) Barnum's Museum on Broadway burned. Firemen saved George Washington in wax.

**July 14**—*Bastille Day*. . . 160 yrs ago (1800) the 40 gun frigate, *Insurgent*, disappeared without a trace. . . 115 yrs ago (1845) the first affixable postage stamp in the U S, a 5c denomination with the

head of Washington, was issued by N Y Postmaster, Robert Morris. . . 90 yrs ago (1870) U S passed act granting Mary Todd Lincoln a \$3000 yearly pension. . . 20 yrs ago (1940) Estonia, Latvia and Lithuania were annexed by Russia. . . 15 yrs ago (1945) SHAEF went out of existence in Frankfort-on-Main, Germany.

**July 15**—*St Swithin's Day* (see GEM BOX). . . 95 yrs ago (1865) b of Viscount Northcliffe, Alfred Charles Harmsworth, distinguished English publisher and author; owner of *London Times* and other newspapers. . . 15 yrs ago (1945) Italy declared war on former partner, Japan, World War II.

**July 16**—160 yrs ago (1790) the District of Columbia was established on the Potomac, with Washington as the permanent capital of the U S. . . 50 yrs ago (1910) Mary Baker Eddy, founder of the Christian Science Church and author of *Science and Health*, died. . . 15 yrs ago (1945) first atom bomb was detonated at Los Alamos, New Mexico. It was kept secret until used at Hiroshima.

*Quote*

### MONEY—38

A person's attitude toward money tells much about the person himself. How a person gets his money indicates his *character*. If he steals to "get rich quick," we call him a thief, dishonest, untrustworthy. If he works hard to "make a living," we call him industrious and ambitious. If he figures the angles, we call him shrewd. If he tries to make all the overtime he can, we call him "hungry." If he makes a lot of money we call him successful, regardless of how he earned it. How a person spends his money indicates his values.—WAYNE SAFFEN, "Money and Your Life," *This Day*, 6-'60.

### MUSIC—Appreciation—39

Children who have learned to love great music—symphonies, oratorios, concertos, and majestic themes in hymns—will receive a breadth of mind and elevation of ideals which will crowd out the emptiness and vulgarity of cheap music.—*These Times*.

### NATURE—40

Each of us has need to escape occasionally from the noisy world which surrounds us and find refreshment in the grandeur of nature. Yet, yr after yr, our scenic treasures are being plundered by what we call "advancing civilization." If we are not careful, we shall leave our children a legacy of billion-dollar rds leading nowhere except to other congested places like those they left behind.—Gen OMAR N BRADLEY, *Recreation*.

*Quote*

### OPINION—41

We need to know what really goes on in the world so that we can think for ourselves and take an intelligent part in gov't. "We tend to accept ready-made opinions, just as we do ready-made mixes," says a New Hampshire woman reader. "This is dangerous in a democracy because it makes us fair game for any pressure group." — GERTRUDE DIEKEN, "We Need to 'Conquer Inner Space,'" *Farm Jnl*, 6-'60.

### OPPORTUNITY—42

Nowadays some people expect the door of opportunity to be opened with an electric eye.—Kokomo (Ind) *Tribune*.

### PEACE—43

History teaches that peace has rarely if ever been earned thru surrender, weakness or appeasement. Instead, the great eras of peace are marked not by absence of conflict and tension but by their control. Rivalries were checked, power kept in balance and wars were confined within geographic and technological limits. These lessons from the past are partly if not wholly valid in a thermonuclear age.—KENNETH W THOMPSON, *Political Realism and the Crisis of World Politics* (Princeton Univ Press).

### POLITICS—44

Any alternate delegate from the boondocks who gets the mike or cameras in either of this summer's nat'l political conventions and seconds a favorite-son nomination will be seen and heard by more than 100 times as many people as heard Abraham Lincoln speak in his entire political career. — *Capsuled Comments*, Ind Duplicator Corp'n.



# Tempo of the Times

Reports on business show that the trend is upward. Progress is quiet, smooth and healthy. The expected boom for the first part of the year did not materialize. Neither did the recession talked of 3 mos ago. Business is just about normal, which means that it is very good. Analysts predict the final half of the year will be brighter and prospects for '61 are excellent.

Officers of the Nat'l Small Businessman's Ass'n met with the President last week to discuss their problems. He informed them that he expects to become one of them upon retirement from the White House. The business picture will probably have a greater effect on fall voting than the tense international situation.

There is not much chance of action on Tax relief now. The move to cut the telephone excise and kill the dividend credit will likely be put aside, as Congress is near the close of sessions, and interest is centered on the conventions.

The most illogical Fed'l Tax is the 10% excise on plane, bus, train, railroad and steamship lines. This was imposed during World War II to discourage travel. Now the carriers need the business badly. The tax is not equitable. Business travel is deductible on income tax returns, but private travel is not. The tax does not apply to foreign travel, so penalizes domestic travel and tourism.

Congress voted to cut the rate to 5% on July 1, 1960; but the administration wants the 10% extended.

Transportation interests are urging Congress to let the 5% stand, and prefer it abolished completely. A bigger volume of business would mean bigger Fed'l income tax from them. The ticket payers would get no benefit immediately. The carriers want to absorb it as a price raise. As always the ultimate consumer is hooked. So what matter whether he pays Uncle Sam or the carriers?

" "

This naturally turns our thoughts to cars. We pointed out some time back that American companies were tooling up to fight small foreign imports. So far, 35% of the new car sales have been compacts. Four new ones will debut this fall. In April the foreign imports dropped 20% under 1959. This is good for car mfgs, but bad for steel industry, and for highway planners. Economical gas consumption will cut their revenue.

But the trend is strong. People are *thinking small*. If this continues, there may be two cars in every parking space—perhaps 3 in every garage.

*Quote*

#### POWER—45

Power is what everyone wants, few acquire and none have yet survived.—*S F C Spotlight*, Saginaw Financing Corp'n.

66

Wouldst know to what heights  
common men  
Attain, to what far reaches?  
Just listen at convention time  
To the nominating speeches.

—HARRY H WIGGINS.

46

99

#### POLITICS—47

As the political pot boils, it gives off the aroma of a witch's brew—nothing that you would bottle for the perfume trade. — T HARRY THOMPSON, *Sales Mgt.*

#### PRAYER—48

I don't understand prayer any more than I understand electricity. But I do know that man builds a generator that catches out of the air that marvelous power, electricity, and we use that power to do so many things for us. God made electricity and I believe the God who made a power to light our homes did not forget to make a power to light up our lives.—CHAS L ALLEN, *All Things Are Possible Thru Prayer* (Fleming H Revell).

#### PRIDE—49

We are conscious of our own pride, but behave towards others as if they had none.—Puck, *Tit-Bits*, London.

*Quote*

#### RELIGION—50

The torch of religion may be lit in church, but it does its burning in the shop and on the street.—*S Baptist Brotherhood Jnl.*

#### READING—51

A life enriched by reading is a guarantee against boredom.—EUGENE P BERTIN, *Pennsylvania School Jnl.*

#### SAFETY—Safe Driving—52

My driving is perfection, my courtesy is tops. I've just caught the reflection of motorcycle cops! —*Sunshine Mag.*

#### SALESMANSHIP—53

The reason why we need a salesman is because people do not like to make decisions. They just plain don't want to have to decide. They want somebody to assure them, to push them a little, to reassure them that what they are doing is in their own best interests.—A J NUSSBAUM, *Leader's Mag.*

#### SCIENCE—54

Man has existed for about a million yrs. He has possessed writing for about 6,000 yrs, agriculture somewhat longer. Science, as a dominant factor in determining the beliefs of educated men, has existed for about 300 yrs; as a source of economic techniques, for about 150 yrs. When we consider how recently it has risen to power, we find ourselves forced to believe that we are at the very beginning of its work in transforming human life. — BERTRAND RUSSELL, English philosopher & author, quoted in *Sunshine Mag.*

### STRENGTH—55

The story is told of how two grimy, hollow-eyed tommies had remained under fire for days in a lonely outpost during a heavy German counterattack in 1917. One wearily remarked, "I wonder why the jerries haven't taken the sector." The other straightened up, looked him in the eye and ans'd, "The answer is us. We's the answer!"—WM P BARKER, *Saints in Aprons & Overalls* (Fleming H Revell).

### TAXES—56

It's getting so a hidebound conservative is a fellow who thinks the tax-payer ought to have some change left to spend as he pleases.—*Cincinnati Enquirer*.

### TEACHERS—57

A good teacher thinks that all of his students have good minds, at least as good as his, if not better.—MARK VAN DOREN, "Freedom to Use the Mind," *Nat'l Education Ass'n Jnl*, 5-'60.

### TELEVISION—58

TV consists of two guys seeing which is faster on the draw. Then the news comes on and everything changes. A couple of other guys are seeing which one can be last to take his finger off the trigger.—*Changing Times*.

### THOUGHT—59

For every man who thinks, a hundred are moved only by force or feeling. — ARNOLD H GLASOW, *Thoughts for Today*.

### TRAVEL—60

As a world traveler Ike cannot be more than a lap behind Eleanor.—T HARRY THOMPSON, "The Scratch Pad," *Sales Management*, 5-20-'60.

### VACATION—61

The one book that really can tell you where to spend your vacation is your check book.—*Fifth Wheel*.

—

'Twas untold wealth that ruined him,  
He was the modest sort;  
He didn't tell about it  
In his income tax report!  
—F G KERNAN.

62

—

### WISDOM—63

Wisdom is not a faculty with which the human being is naturally endowed. It is at best acquired slowly, and largely by the trial and error method of experience. The whole point of education is to prepare the soil and plant the seeds of wisdom.—FELIX MORLEY, "Youth Must Learn Duties As Well As Rights," *Nation's Business*, 6-'60.

### WORK—64

About a dozen yrs ago a well-known British writer, discussing work and wages, declared that nobody works for the sake of the thing he is doing but in order to make money to do something else. While such a charge is too sweeping to be accurate, there is truth enough in it to make us all pause.—DR RALPH W SOCKMAN, "Your Life Work," *Arkansas Methodist*, 5-12-'60.

### WORK—65

There is no embassy for enthusiasm in work until friendly relations with achievement have been approved.—DOUGLAS MEADOR, *Mata-dor* (Tex) *Tribune*.

*Quote*

# GOOD STORIES

you can use...



.....

A way back there in the days when north Georgia's most notable product was something other than broilers, two lads were carrying a consignment Atlanta-ward via Alpharetta.

Inside the municipal limits the driver slowed to not more than 20 m p h.

"Whassamatter?" jeered the copilot. "Afeed of the cops?"

"Nope, tain't that," said the fellow at the wheel. "You just gotta age this stuff."—LEO AIKMAN, *Atlanta Jnl and Constitution Mag.* a  
" "

The storm was increasing in violence and some of the deck fittings had already been swept overboard, when the captain decided to send up a signal of distress. But hardly had the rocket burst over the ship when a solemn-faced passenger stepped onto the bridge.

"Captain," he said, "I'd be the last man on earth to cast a dampener on anyone, but it seems to me that this is no time for letting off fire works."—*Mutual Moments.* b  
" "

On his way to visit relatives in the swamp country, the stranger asked directions of a native.

"Is it true that if you carry a lighted torch through the swamp, the alligators will not bother you?"

"We-el, depends on how fast you carry the torch," the native replied.—JAMES HINES. c

## I Laughed At This One

Rabbi SAMUEL M SILVER

The president of Israel, Isaac Ben Zvi, and the premier of Israel, David Ben Gurion, both dislike music, but their wives drag them to concerts. At one of them, Mrs B G nudged her husband and said: "Look, Ben Zvi is sleeping."

Grunted Ben Gurion: "For this you had to wake me?"

—

Richard Rodgers and Oscar Hammerstein have an entertaining theory about Gilbert and Sullivan. The American composers are constantly being asked how they have managed to collaborate for so long without a quarrel.

Lately they were asked, did they never fall out over the ending of a line, with Rodgers, the composer, insisting on three syllables and Hammerstein, the writer, demanding two? Both declared: "Never."

Mr Hammerstein went further, suggesting that this was exactly the reason for the "tra la's" in Gilbert and Sullivan. The two Englishmen, he said, would find themselves at odds over a line ending; then one or other would say: "Oh, what the hell, tra la." And "tra la" it would become. — PETERBOROUGH, *Daily Telegraph*, London. d

*Quote*



# .....Quote-able QUIPS.....

The three-hundred-pound woman waddled into the riding academy. She picked a small horse, and after much effort, managed to clamber aboard the pint-sized animal. She picked up the reins and began to wriggle about uncomfortably.

"Say, mister," she shouted to the riding master, "where is the saddle?"

He surveyed the mountain of woman-hood, then took a closer look.

"Never mind the saddle," he said in a puzzled voice, "where is the horse?"—DAN BENNETT. e

" "

Due in the operating room in a matter of minutes, a Detroit physician found himself snailing along in heavy traffic wondering desperately how to extricate himself. Suddenly, he remembered a local radio crime program with sounds of wailing sirens at regular intervals. So he tuned in, turned his car radio up full blast, cranked his windows down all the way, and, as motorists pulled to the curb, sped to keep his date with duty.—CHARLES J BAKER. f

" "

A persistent salesman refused to leave when the secretary told him the boss was out. An hour passed, then two. Finally, weary of being a prisoner in his own office, the boss admitted the salesman.

"My secretary told you I was out," exclaimed the puzzled boss. "How'd you know I was in?"

"Easy," explained the salesman. "Your secretary was working."—RUSSELL NEWBOLD. g

*It's hard to understand how indignation over spying can be rife in the suburbs where everybody has a picture window with a tempting view directly across the street.* — BILL VAUGHN, St Louis Dispatch.

" "

*Australian aborigines use dogs as blankets to keep warm at night. A chilly night in the Australian Outback ranks as a 3-dog night. A 5-dog night is really cold!*—Nat'l Geographic Bulletin.

" "

*In New York, a sign in an antique shop: "French and English spoken. Cash understood."*—American Mercury.

" "

*First thing you know somebody will put out a new car you can use once, then throw away.* — A C JOLLY, Bartow (Ga) Herald.

" "

*New course in schools: stair climbing, for those youngsters raised in ranch houses.* — Kroeler News, Kroeler Mfg Co.

" "

*Supermarket: a place where you travel farther than your money.*—LAVONNE MATHISON, Good House-keeping.

" "

*Know thyself is right good advice, but it's more fun to watch the rest of the folks.*—A W QUATTLEBAU, Pike Co (Ga) Jnl.

*Quote*

## light armour

Richard Armour



### Inside Pocket

*A new girdle for women contains a pocket for mad money. — News item.*

If things should go from bad to worse,  
Yet she still has, at least, her purse,  
A girl can always grope around  
Until that little pocket's found.

Yes, if a man should be a wretch,  
There's money in that two-way stretch,  
Enough, we hope, and some to spare,  
To pay at least her taxi fare.

How comforting, how quite forehanded,  
To know that one need not be stranded.  
How welcome, should there be some slip,  
This cash on hand, or cash on hip.

We only urge that funds should be  
Kept in the form of currency,  
Not nickels, dimes, and silver dollars—  
A thought that raises snorts and hollers.  
This girdle pocket one indulges,  
But not if it makes bumps and bulges.

*Quote*

At the end of a course in signal procedure, a group of boots at a naval base were given an exam. One of the questions was: "What three letters are used to get help when in distress?"

One sailor who obviously didn't have his heart in the course answered, "I O U." — GLEN E MCCLURE. **h**

" "

An elderly lady thought of the following scheme to get rich. She placed an ad in the local newspaper. "Make money answering ads. Information \$1." When she was hauled into court on charges of bilking the public, the judge asked her what was this information that was worth a dollar. She replied that when someone answered her ad, she simply put the dollar in the bank, and suggested they put an ad in the paper as she had done. — HENRY W TAYLOR. **i**

" "

The old doctor never had refused a call from anyone, whether rich or poor, but now he was tired.

"Have you any money?" he asked the midnight caller.

"Certainly!" was the reply.

"Then go to the new doctor. I'm too old to get out of bed for anybody who can pay for it."—Mrs ERNEST MILLER, *This Day*. **j**

" "

A young neophyte minister was visiting in a Maine hospital one summer. In the course of his visitations he met a Boston dowager, temporarily hospitalized. At the end of the visit he spoke to her and said, "I should like to say a prayer for your recovery before I leave." The dowager repl'd, "That will be quite unnecessary, young man. I am being prayed for in Boston."—*Rotograph*. **k**



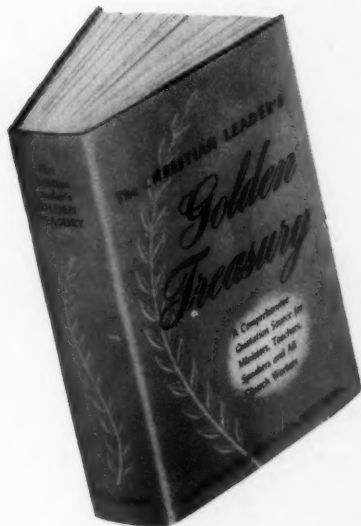
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*David Eisenhower*

DAVID EISENHOWER, saying he hadn't planned to accompany Pres Eisenhower to Russia anyways because he is second baseman for a Little League baseball team: "I talked to my grandfather about it and we decided I would stay here."

1-Q-t

" "

ROBERT FROST, testifying before the Senate in support of a bill to create a nat'l academy of culture: "Everyone comes down to Washington to get equal to someone else. I want our poets to be declared equal to—what shall I say?—the scientists. No, to big business."

2-Q-t

SECOND CLASS MATTER

Feeling the NEW



Since "summer is icumen in," here are a few hints to make outdoor living pleasant:

Steak branding iron lets guests at a big barbecue pick the steaks they like—"R" for rare, "M" for medium and "W" for well done. All three letters are set at various angles on this branding iron. The cook heats the iron and brands the steaks before cooking them. The iron has a hardwood handle and horsehide hanging thong. (*Science News Letter*.)

Motorized carts have brought us golf without walking. Now, thanks to two Florida inventors who have

mktd a magnetized metal tee which clings to club heads, there is going to be golf without stooping.—(*Sports Illustrated*.)

For the outdoor hostess who wants something other than plastic table cloths, here is one which is spot resistant. Neither water, grease, nor fruit stains will penetrate. Liquids bead up on the surface. Of rayon and acetate, it needs little ironing, and can be machine washed, without affecting the finish. 52" by 52": \$3. Brown & Krueger, Dep't PP, 325 5th Ave, New York 16, N Y.

